



Atty. Docket: 40015980-0004

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Here Application of:
DENIS KHOO and RAYMOND F. RATCLIFF III
Serial No.: 09/625,832
Filed: July 26, 2000
Title: Method And System For Ordering An
Advertising Spot Over A Data Network

) Group Art: 2761
Examiner: unknown

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Assistant Commissioner for Patents
Washington, D.C. 20231

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PRELIMINARY AMENDMENT

Sir:

Applicant respectfully requests that the above-referenced patent application be amended before being taken up for examination as follows:

In the Claims:

Please add the following new claims:

11. (New) A method for ordering an advertising spot for an advertisement over a data network to be transmitted to a target user during a transmission of a motion picture, comprising:
providing, by an advertiser, to a broadcaster a predetermined constraint defining the target user for receiving the advertisement;

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